

## CLAIMS

1. An advertising stand (1) to be used in a winter sport resort, comprised of frame portion (4) and of a foot portion (5) placed under the snow cover and a frame portion (3) placed above the snow cover, **characterized** in that upper and lower portions (3),(4 ) are profiles and between them one or more advertising surfaces (2) can be fixed and that frame profile (3) above the snow cover is arranged as a performance place of the winter sport resort, as a rail, on which it is possible to move, for instance with a snow board.
2. An advertising stand (1) according to claim 1 **characterized** in that that the framework of the advertising stand is formed of an upper profile (3), bent of steel, beginning and ending from the under side of snow cover (9) and of one or several supports (5).
3. An advertising stand (1) according to claim 1 and 2 **characterized** in that in the advertising stand (1) one or more advertising surfaces (2) are fixed to protect the supporting structures of advertising stand (1)
4. An advertising stand (1) according to claims 1 - 3 **characterized** in that with upper profile (3), lower profile (4) and one or several back nets (6) a groove (13) is formed for fixing one or several advertising surfaces (2) by threading.
5. An advertising stand (1) according to claim 1 - 4 **characterized** in that one or several additional supports (8) of softer material than the framework can be fixed in the framework of advertising stand (1).
6. An advertising stand (1) according to claim 1 **characterized** in that between upper and lower profile (3,4) a sheet is fitted working as supporting structure of said profiles and forming one side of groove (13).
7. An advertising stand (1) according to claim 1 **characterized** in that the sheet is plywood, metal, covered sheet of foam plastic. etc.